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Grove Launches New “Home Planet” Blog, Customer Resource to Provide Trusted Information on Environmental and Human Health

Platform aims to share stories that “shape a healthy, sustainable future — for us, and the home we share”

SAN FRANCISCO--(BUSINESS WIRE)-- Grove Collaborative Holdings, Inc. (NYSE: GROV) (“Grove” or “the Company”), the world’s first plastic neutral retailer, a leading sustainable consumer products company, certified B Corporation, and Public Benefit Corporation, is excited to announce the launch of its new blog, [Home Planet](#), a dynamic platform designed to be a trusted resource for actionable information on environmental and human health. This initiative underscores Grove’s commitment to building long-term relationships with customers by focusing on shared values and leveraging the Company’s expertise through meaningful content.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20250206262003/en/>

The Grove blog aims to provide valuable insights at the intersection of sustainability and personal well-being, captured in the tagline “*Stories to shape a healthy, sustainable future — for us, and the home we share.*” Each post is crafted to empower readers with easy-to-digest, visually engaging information that inspires practical, purpose-driven actions. From navigating healthier product choices to learning about sustainable living strategies, the blog’s content will reflect Grove’s core values: prioritizing both human health and environmental sustainability without compromise. The blog intentionally avoids product lists, listicles, or links to its direct-to-consumer retail platform, focusing instead on encouraging customers to learn — not shop.

“Consumers today are looking for more than just products and are overwhelmed by the amount of choice in the marketplace—they want trusted partners who help them make informed decisions that align with their values. And we want to continue to be that partner,” said Jeff Yurcisin, CEO of Grove Collaborative. “With this new platform, we’re deepening our role as a resource for credible, thoughtful guidance on sustainability and personal health, offering stories and insights that inspire action without the pressure of a sales pitch. Our blog is a reflection of our belief that customers deserve more than just a transactional experience — they deserve a partner who shares their values and empowers their choices.”

Purpose of *Home Planet*



Grove's new "Home Planet" blog features stories to shape a healthy, sustainable future — for us, and the home we share. (Photo: Business Wire)

reinforcing credibility and sharing actionable information on environmental sustainability, human health, and accessible best practices. Rather than pushing for conversions, Grove's blog is part of a broader strategy to nurture trust and loyalty over time. By focusing on education and inspiration, the platform builds genuine connections with readers who align with Grove's values.

"A core tenet at Grove is putting the customer at the center of everything we do. When we

engaged our customers to understand what they needed and scoured the internet for trusted resources to help them on their individual journeys, we found that a dedicated source was missing," said Jordan Savage, co-founder and VP of Brand & Creative at Grove. "Our brand is uniquely positioned to deliver this information and wants customers to not only understand but believe in our values as the foundation for long-lasting, trusted relationships."

A Blog Built on Core Tenets

Content on *Home Planet* will be focused on five categories: Sustainability 101, Reduce Plastic, Human Health, Quick Tips, and Community Stories. The majority of posts will be evergreen with some posts highlighting specific moments in time or milestones, with all content designed to be as engaging as it is educational by adhering to the following principles:

- **Value-Driven Insights:** Every post prioritizes the customer's needs, offering actionable takeaways that genuinely enhance their journey toward a healthier, more sustainable lifestyle.
- **Balanced Focus:** Content equally emphasizes sustainability and human health, reflecting Grove's holistic commitment to the well-being of people and the planet.
- **Inspiring Action:** Clear, simple calls to action empower readers to take meaningful steps, whether that's rethinking their packaging choices or embracing sustainable

habits.

- **Storytelling That Connects:** By sharing compelling stories with relatable protagonists and clear guidance, the blog engages readers on a deeper emotional level.
- **Visually Engaging Design:** Complex topics are distilled into snackable, visually compelling formats that are both accessible and impactful.
- **Bold Creativity:** Inventive, relevant topics spark curiosity and demonstrate Grove's leadership in sustainability and human health education.

What Consumers Can Expect

Grove's integrated marketing and creative teams have been gathering blog post ideas from customers, topical discussions, and industry experts. As the channel publishes new content, readers can expect:

- **Human Health Input from Wellness Advisors:** Grove vets every brand and product that is sold on its site against its list of No Way Ingredients and high standards, including expertise from its [Wellness Advisors](#) Kim Celmer, ND, and Emily Grochowski, MSN, RDN, CD, CLT, CFIN. Grove will be adding more advisors throughout the year to provide expanded expertise to customers where they're eager for guidance.
- **Partner Features:** *Home Planet* will also showcase insights from non-profit organizations and third-party brand experts, leveraging Grove's extensive network to provide readers with valuable knowledge and expertise.
- **More People Stories:** From posts featuring Grove's customers to series spotlighting the founders of trusted third-party brands, *Home Planet* will highlight the personal stories of people and leaders at different phases of their sustainability and personal health journeys.

The new Grove blog is live now at homeplanet.grove.co and features an array of articles to inspire readers at every stage of their journey toward a healthier, more sustainable lifestyle.

About Grove Collaborative

Grove Collaborative Holdings, Inc. (NYSE: GROV) is the one-stop online destination for sustainable everyday essentials. Driven by the belief that changing the world starts with what you bring into your home, Grove creates and curates household cleaning, personal care, health and wellness, laundry, clean beauty, baby, and pet care products from over 280 brands that help you Go Beyond Plastic. Everything Grove sells meets a higher standard — from ingredients to performance to packaging and environmental impact — so you get a great value without compromising your values. With Grove, you can see, track, and celebrate your sustainable choices. Be a force of nature at Grove.com.

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